

REMARKS

Claims 1-13 are pending in the present application. Applicants amended claims 1, 4, 5, 12, and 13 to further clarify the invention. Applicants refer to page 7, line 19 in the specification for an exemplary embodiment and support of said claim amendments. No new matter has been added.

Claims 1-6, 8, and 11-13 stand rejected under 35 U.S.C. §102(b) as being anticipated by U.S. Patent No. 5,835,087 to Herz et al., and claims 7, 9, and 10 stand rejected under 35 U.S.C. §103(a) as being unpatentable over Herz et al. Applicants amended independent claims 1, 4, 5, 12, and 13 in a good faith effort to further clarify the claimed invention as distinguished from the applied reference. The Examiner's rejection is, therefore, respectfully traversed.

Herz et al. disclose a system for generating a profile of objects of interest to a user based on a target profile interest summary of the user (see, e.g., abstract of Herz et al.). In particular, Herz et al. disclose a news clipping service that delivers news articles, or advertisements and coupons for purchasables based on the target profile interest summary of the user (see, e.g., column 60, lines 11 – 20 of Herz et al.). Unlike Applicants' invention, Herz et al. do not disclose a system that inserts retrieved advertising information into digital content activated by a user, where the retrieved advertising information is selected based on the activated digital content. Furthermore, Herz et al., as relied upon the Examiner, fail to disclose or suggest, "wherein the digital contents are activated in a game program," as recited in amended independent claims 1, 4, 5, 12, and 13.

The claimed invention enables automatic selection and retrieval of relevant advertising information, which is inserted into digital content that is activated by a user at a user terminal in

a game program. Advantageously, the advertising information thus retrieved and inserted into the digital content is current and relevant, and can be seamlessly presented in the game program.

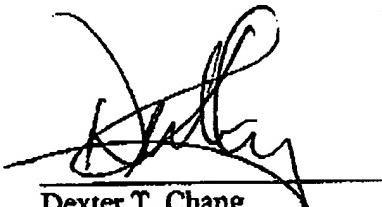
Accordingly, applicants respectfully submit that independent claims 1, 4, 5, 12, and 13, together with claims 2-3 and 6-11 dependent therefrom, respectively, are patentable over Herz et al.

Statements appearing above in respect to the disclosures in the cited reference represent the present opinions of the undersigned attorney and, in the event that the Examiner disagrees with any of such opinions, it is respectfully requested that the Examiner specifically indicate those portions of the reference providing the basis for a contrary view.

In view of the remarks set forth above, this application is in condition for allowance which action is respectfully requested. However, if for any reason the Examiner should consider this application not to be in condition for allowance, the Examiner is respectfully requested to telephone the undersigned attorney at the number listed below prior to issuing a further Action.

Any fee due with this paper may be charged to Deposit Account No. 50-1290.

Respectfully submitted,



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